

## WHAT IS CLAIMED IS:

1. A direct backlight module, comprising at least:

a reflective base, two opposite side regions of which both having two opposite openings located at two ends of each side region separately;

5 a buffer block disposed on the reflecting base and being positioned opposite to one of the openings; and

a lamp tube having two opposite electrodes at two ends of the lamp tube separately, wherein one of the electrodes is mounted in the buffer block.

10 2. The direct backlight module according to claim 1, wherein the direct backlight module further comprises a casing for covering the buffer block and there is an airflow channel formed by the combination of an inner chamber of the casing and the openings when the casing is installed in the reflective base.

15 3. The direct backlight module according to claim 2, wherein the direct backlight module further comprises a frame for covering the reflective base, and the frame has a hole opposite to the airflow channel.

4. The direct backlight module according to claim 3, wherein there is a fan installed in the frame so that air is blew in/out through the airflow channel.

5. The direct backlight module according to claim 1, wherein there is a heat-transmitting fin disposed on the buffer block so that heat given off from the two electrodes of the lamp tube and accumulated inside the buffer block is transmitted outside by the heat-transmitting fin.

5 6. The direct backlight module according to claim 1, wherein the material of the buffer block is rubber.

7. The direct backlight module according to claim 1, wherein the material of the buffer block is a heat-transmitting rubber.

8. A direct backlight module, comprising at least:

10 a reflective base, two opposite side regions of which both having two opposite openings located at two ends of each side region separately;

a buffer block disposed on the reflecting base and being positioned opposite to one of the openings, wherein there is a heat-transmitting fin disposed on the buffer block; and

15 a lamp tube having two opposite electrodes at two ends of the lamp tube separately, wherein one of the electrodes is mounted in the buffer block.

9. The direct backlight module according to claim 9, wherein the direct backlight module further comprises a casing for covering the buffer block and there is an airflow channel formed by the combination of an inner chamber of

the casing and the openings when the casing is installed in the reflective base.

10. The direct backlight module according to claim 9, wherein the direct backlight module further comprises a frame for covering the reflective base,  
5 and the frame has a hole opposite to the airflow channel.

11. The direct backlight module according to claim 10, wherein there is a fan installed in the frame so that air is blew in/out through the airflow channel.

12. The direct backlight module according to claim 8, wherein the material of the buffer block is rubber.

10 13. The direct backlight module according to claim 8, wherein the material of the buffer block is a heat-transmitting rubber.

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